

CHEMIST & DRUGGIST

The newsweekly for pharmacy

August 31, 1985

a Benn publication

RDC still
wants final
word on new
rural contracts

PAC becomes
'Limited' and
stirs it up
in Scotland

Loan plan for
AAH companies

Court to control
Robins USA?

August 'sun'
in the City

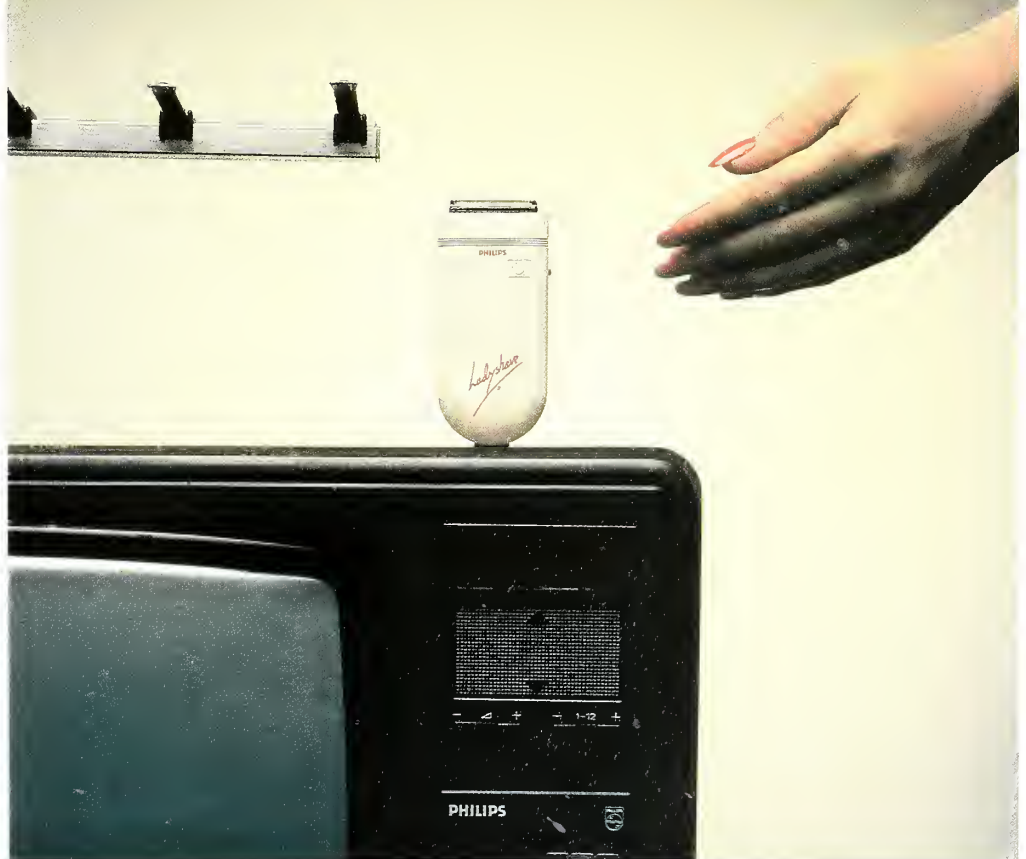
Pharmacy
economics —
the leadership
equation

PHILIPS



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COMMENT

AAH this week announce a new loan scheme for customers of their member pharmaceutical wholesalers — and a rather attractive one at that.

Pharmacists prepared to put 70 per cent of their wholesaler business through Vestric, Hills, Mawson & Proctor, Herbert Ferryman or Northern Pharmaceuticals will, from September 1, be able to apply for loans of up to £250,000 repayable over between three and ten years, with interest set at base rate plus 1½ per cent.

Meanwhile Unichem, well into the loans business themselves, tell us they have set themselves the target of recruiting 1,500 new members by the end of 1987. Clearly, they've got a fight on their hands!

The new contract's rational location proposals are bound to lead to a substantial increase in the price of those pharmacies which survive. So any additional financial help — particularly for young pharmacists — must be welcome. AAH's present upper limit for "normal" loans of £250,000 may now seem higher than necessary. But in a couple of years time?

One doubt remains. When they bought Vestric, AAH were at great pains to stress that all their pharmaceutical companies would remain separate. Individual depots would be safe, even where there was geographical overlap.

Now, five months on, we see a loan scheme common to all their companies. AAH say they have tried to set up a loan scheme in the past but, before they bought Vestric, were unable to get competitive terms. The number of potential new customers they could put before Barclays Bank

this time must have concentrated its mind wonderfully.

To that extent, pharmacists should be grateful AAH's greater buying power allows them to pass on some benefits to the pharmacist in the form of a reasonable interest rate.

Centrally-run services for a commonly-owned group of companies operating in the same field must make good financial sense. But we hope it is not the first step towards the various wholesalers in the AAH family losing their autonomous status.

□ Further variety in financial services may soon be on offer from another quarter. The Pharmacist Action Committee is to undergo yet a further change of name and become a limited company in the process. No doubt the NPA, as well as wholesalers, will be looking with interest at the range of services the new company says it proposes to provide to members.

The PAC is a creation of the moment. To try and build it into something else, without any apparent evidence of democratic support from rank and file members, or a clear long-term manifesto, could be a recipe for disaster. For all its high profile public relations activity and the vigorous actions of its founders, PAC is only now looking beyond the new contract. If it intends to be around in years to come it will have to improve on its stated aim "to form the toughest most representative and democratic professional union for all pharmacists". Organisations that fulfil that role in one area or another already exist, had PAC members chosen to make better use of them earlier.

RDC wants to see all rural applications

The Rural Dispensing Committee is sticking to its view that it should see all applications to open pharmacies in rural areas, regardless of whether they have been sanctioned or not by the local pharmacy practice subcommittee (PPSC).

The RDC had been asked by the Department of Health to consider again the proposed new contract at its meeting last Thursday, in the light of objections from the General Medical Services Committee. The GMSC believes the application of proposed control of entry guidelines in rural areas will prejudice RDC procedure.

The medical members on the RDC are

now following the GMSC line but in a letter to the Department, RDC chairman Sir Alan Marre said the majority of the committee stood by the views expressed in its earlier letter of July 8.

Then the RDC said it recognised the basic principle and reasons for wanting to have applications dealt with by PPSCs in the first instance, before going through the RDC if granted.

What troubled it was that the guidelines made it clear that if a PPSC rejected an application it would never be forwarded to the RDC. The RDC takes the view, that, regardless of the PPSC decision, every application should come to the RDC for final determination if it is in a rural area.

PGC puts the record straight

The Pharmaceutical General Council has written to *The Scotsman* following claims in an article published on August 20 that Government action on the new contract could lead to the closure of 4,500 pharmacies nationwide.

In the letter secretary Colin Virden seeks "the opportunity of correcting the many errors and misinterpretations emanating from the Pharmacist Action Committee."

Scotland could suffer disproportionately under Government plans to reduce the number of small pharmacies — many of them in rural areas, says the article, which quotes PAC public relations consultant Joey Martyn-Martin.

PAC is said to believe that reducing payments to chemists dispensing less than 16,000 scripts a year will lead to the closure of 2,500 pharmacies, but also that the Government intended to raise the ceiling to 36,000, which would mean 4,500 closures.

Dr Virden points out the proposals are not primarily designed to reduce the number of pharmacies, but to produce a distribution that more closely reflects patient needs. He also draws attention to the Essential Pharmacy Allowance, which supports rural pharmacies in the main, and will continue to do so.

There are 209 pharmacies in Scotland

dispensing less than 1,300 prescriptions a month, according to the PGC. They would lose between £100 and £250 a month according to best estimates available at present — 106 dispense less than 1,000 scripts a month — the remaining 103 dispense between 1,000 and 1,300 and would be affected by less than £100 a month.

Dr Virden's letter was published unedited in *The Scotsman* last Wednesday.

Holiday hold-up at DHSS?

The General Medical Services Committee has had no response yet from the Department of Health following its recent comments on the proposed pharmacist's new contract.

Chairman Dr Michael Wilson has written a reminder to the Department, also pointing out that the GMSC was brought into discussions at a late stage and are not responsible for holding up the proceedings.

There is no further news as to when the Regulations will be laid. Health Minister Kenneth Clarke is on holiday and will be returning on September 2. It is understood there are no fundamental difficulties with the contract, and although a DHSS spokesman said there were other ministers from the Department currently at Westminster, further moves are likely to await Mr Clarke's return.

PAC goes Ltd and fights in north

The Pharmacist Action Committee is to become a limited company and change its name. Details were finalised at a meeting on Tuesday, although the new name is not being announced for a fortnight.

The name PAC has served its purpose, spokesman Joey Martyn-Martin told *C&D*, but since the association intended to be recognised by the establishment and offer services to members, it needed an "establishment name". One service it intended to provide was financial help for young pharmacists, he said.

PAC claims 72 new members from its recent meetings in Glasgow and Edinburgh. Further meetings at the end of September in Aberdeen, Dundee and Glasgow are planned. Mr Martyn-Martin would not give the present level of membership, only saying it had left the 600 figure behind a long time ago.

Apart from an article in *The Scotsman* PAC also received media coverage for its cause from Radio 4 Scotland, Radio Clyde and in the *Glasgow Herald*.

PAC claims Scottish contractors are to get an "even rawer deal" than English and Welsh contractors with "6 per cent on cost plus a 98p professional fee below 1,300 items per month, then 54p professional fee."

Pharmaceutical General Council secretary Colin Virden has denied allegations that the proposed Essential Pharmacies Allowance for Scotland is not as good as that negotiated by PSNC.

Contractors are footing the bill for the ESA," he told *C&D*. "In England and Wales there are 135 essential small pharmacies out of over 9,000. In Scotland there are 100 out of 1,100. The cost to us would be enormous and it is a question of whether contractors would want to foot the bill."

Dr Virden spoke at a meeting of over contractors from Greater Glasgow and Argyll and Clyde on Tuesday night along with PGC chairman Mr W. McConnell.

A motion from PAC regional co-ordinator Graeme Park, saying the proposed contract was unacceptable, was refused by chairman Mr D. Mair. Mr Park claimed the motion was supported by 20 contractors at the meeting, including past PSGB president, Jim Bannerman.

A majority of those present expressed doubts about the contract, he told *C&D*. His attempts to introduce his motion led to heckling from other pharmacists.

"The impression we got was that there was a lot of genuine concern, and we picked up a lot of points," Dr Virden said.

Oraflex — Lilly twice guilty

Eli Lilly have agreed to plead guilty to two charges made by the American Department of Justice relating to the withdrawal of benoxaprofen. This means they are subject to a maximum fine of \$25,000.

The charges are that Lilly gave inadequate warnings about possible liver or liver-kidney reactions on labelling used for 15 shipments; and that the company was late filing ten reports of such reactions.

Lilly believe the Department of Justice's investigation contained some factual errors. "We could argue with the Department forever but we feel it is important to get this matter behind us." Lilly say the labelling was used before full scale marketing began, and that 100 reports of possible reactions had been filed by the time benoxaprofen — marketed in the US as Oraflex — was withdrawn three years ago. Open was the UK brand name.

A 14-month investigation by a grand jury followed charges that Lilly had withheld information from the Food and Drug Administration.

The Department of Justice, which conducted the investigation, confirmed the company's position that it did not keep back medically significant information so the FDA would approve the drug, and that Lilly did not intentionally break the Administration's regulations in its handling of Oraflex.

Prix Galien for Wellcome

The French 'Nobel prize' for drugs, the Prix Galien, was this year awarded to Wellcome Research Laboratories for acyclovir.

Dr David Bridgen from the company's Beckenham Laboratories — leader of the Zovirax project — accepted the award from M. Hubert Curien, the French Minister for Research and Technology.

Two Galien Prizes are given each year — one to a new drug and the other to a research team.

This year the Pasteur Institute was honoured for identifying AIDS. Named after the Greek physician Galenus, the prize is to be established in Britain and Switzerland in 1986.

Chemist & Druggist 31 August 1985



Court to control Robins USA?

A.H. Robins, makers of the Dalkon Shield contraceptive, have filed for "reorganisation" under the US bankruptcy code.

In the face of thousands of law suits from women claiming the product caused abortions, pelvic infections and sterility, the company has used Chapter 11 of the code, which allows normal business to go on under court supervision.

Under Chapter 11, all Dalkon Shield proceedings against Robins USA in pending cases and claims, and the filing of new cases and claims in forums other than the Chapter 11 court, will be automatically stopped while other business go on.

About 40 compensation claims are being prepared by British women, including Mrs Anna Piccinin from

Tyneside, who is claiming \$100m in punitive damages. The firm has already paid a total of \$378.3m in awards and settlements to 9,230 US claimants, with legal expenses costing another \$107.3m. Around 5,100 cases and claims are still outstanding.

Robins say the filing was made partly because of the burden of litigation and also to ensure that "all persons to whom the company has an obligation are treated fairly."

They say their business remains sound and the British company will not be affected. "The filing does not mean the US company is going out of business or that its assets will be liquidated."

The Dalkon Shield was marketed in Britain between 1971 and 1974, and about 95,000 units were sold. Robins' UK company is based in Horsham, West Sussex and employs 230 people. It markets ethical and OTC preparations for sale within the country and to a variety of export markets.

'Ban tobacco advertising' BMA says

The British Medical Association has asked the Government to take immediate steps to ban all tobacco advertising and promotion and recommends heavy fines for companies offending against their voluntary code of practice.

In a letter to Mr Norman Fowler, Secretary for Social Services, BMA chairman Dr John Marks argues that the new code, coming into effect next year,

should also take a much harder line on health warnings and sales to the young. Instead of the present health warning, the BMA would like to see a more emphatic statement such as: "Smoking these (brand name) cigarettes may cause cancer and other diseases such as chronic bronchitis," on the front or back of the packet instead of the sides as at present.

Dr Marks suggests that packs should carry a statement from the manufacturer indicating the damage that might be caused to the smoker and accepting responsibility in the same way as any other company selling goods to the public. He adds that no product which might appeal to the young should be allowed to carry a tobacco brand name.

NEW PRODUCT INFORMATION

AMOXYCILLIN CAPSULES 250MG

Cox Pharmaceuticals are proud to announce the availability of Amoxycillin Capsules 250mg with immediate effect at a list price of £16.55 for 100 capsules.

Special Introductory Offer

For details of our special introductory offer contact your local representative, or telephone Cox Pharmaceuticals direct on 0271 75001 today.



*Further information available from:
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A. H. Cox and Co. Limited,
Whiddon Valley, Barnstaple,
North Devon EX32 8NS.
Tel: 0271 75001*

*Yet another
new generic from
Cox Pharmaceuticals*

LRC move ahead with vaginal ring

An intra-vaginal contraceptive ring, sponsored by the World Health Organisation, has successfully completed a key development stage.

LRC Products have developed prototype manufacturing plant and generated the pharmaceutical data necessary for a product licence application for the Silastic ring, which contains the hormone levonorgestrel.

In multi-centre trials conducted by WHO over the last five years the ring has demonstrated good contraceptive efficacy and patient acceptability, say LRC.

In line with LRC's current strategy to market only non-systemic contraceptives, talks are planned with another pharmaceutical company which would take over manufacture and marketing.

Drug-related admissions up

There were 2,784 admissions to NHS mental illness hospitals in 1983 of patients with a drug-related main diagnosis, an increase of 32 per cent over 1982, according to a recent DHSS statistical bulletin.

During 1983, 35 per cent of the admissions were of people who had not previously been in-patients in a mental illness hospital. Such patients tend to remain in hospital for fairly short periods; only 21 per cent of those discharged in 1983 had been in hospital for one month or more. Of all the drug-related admissions in 1983, 68 per cent were of patients aged between 20 and 34, and 67 per cent were of male patients.

Ketovite recall

Paines & Byrne are recalling packs of Ketovite tablets (100s) batch no. 732006 after one pack was found to contain 25 Disipidin capsules. Stock should be returned to the company at 177 Bilton Road, Greenford, Middlesex UB6 7HG.

Price Service

An incorrect price was shown for Solpadeine 60s in the *Price List Supplement* of August 24. The correct price of £2.95 appears this week.

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New rates

Serious news for High Street chemists if Government plans to introduce a uniform system of national business rates become law. As a suburban shop it appears I will be alright. I wouldn't be human if I didn't admit this will be a relief since my rates are high enough to cause me worry on occasions. But the High Street shops may have to find another 8.4 per cent. It's a lot by anyone's standards. The chemists there will have to become yet more commercial, since there is precious little they can do to increase their dispensing business when the Government are doing their best to reduce it. Whether this further pressure towards yet greater diversification is going to enhance the image of pharmacy, as promoted by the Society and the NPA is a matter for concern.

It must not be taken as anything other than an observation when I say that Boots are now recognised by the public more as a department store than as chemists. I think this is a pity but it is the inevitable result of pursuing growth in High Street sites which, of necessity, have to be bigger and bigger to retain impact when compared to the other major retailing chains...

Oh, Christmas...

"And a merry one to you too," I thought as I saw the young rep fumbling with the Christmas brochure in his bag, while he went through his normal list by rote... I've been busy of late despite, or probably because of the awful Summer weather. Although my seasonal trade has never really taken off, with regular items going particularly well at this dismal time, the thought of having to give orders for the second big gamble of the year when I know I have lost on the first, is not enjoyed.

The article "The lolly and the ivy" in the last week's *C&D* came at just the right time. As I was reading it I found myself saying "I know all this. I've been in business for years and don't need to be told how to find out my average weekly retail sales," and so on... And then the penny dropped. The guy who wrote it wasn't so daft as to try to tell us we weren't actually using the information we all had available. No, he merely spelled out what would happen if we did. So, suitably humbled, I took out my ledgers, worked out my average weekly retail sales, making an allowance for a seasonal Summer increase, and subtracted it from the average of the eight-week Christmas trading weeks. Very surprising. By taking off the VAT, then

removing my retail margin, I found I had the actual cost of the products which represented my Christmas sales — just like the man said.

I called Tottie into the stockroom and said: "Look here, I've had too much of this haphazard guessing about what to buy in for Christmas. I've worked out the money value at cost of what we sold last year. Because of inflation, say 8 per cent, and the recent big property development down Love Lane, I think we should buy 12 per cent more this year, but in the same general mix as last year. Understand?"

"Oh you are clever, Mr Mannering," she said as she took the document, the cheeky hussy.

It's funny isn't it. I've known how to do this for years, but never got round to it. It's a considerable relief to have a hard budget figure to work to. Apart from the actual choice of the widest possible range of products, all or nearly all of which must be saleable throughout the year, the real work is done. My thanks to the writer...

Beauty care

We get some real beauties in the shop sometimes. Creatures from outer space, so far as I can tell, with skins like fine leather, tanned and toughened by years misspent in sunbathing, water skiing, mountaineering, wind surfing and other similar abominable pastimes. Makes me sick to have them come in asking for expensive and delicate creams and potions to restore the bloom of youth.

You're quite right. I am madly jealous. Tottie loves them, saying they bring a touch of exotic richness and spend enough to ensure she gets her bonus. Over the years, with training, my staff have managed to build up a good cosmetic clientele. Yardley helped us a great deal, then Lenthéric, with a sensible pricing strategy, made it easier to introduce upmarket products to a wider range of people. Vichy, after languishing for too long, have finally blossomed into a growth area, but again as a direct result of the effort they put into staff training for retailers. I'm grateful and feel from the sales we have achieved, we are holding our own, and even gaining at the expense of the Avon pressure girls who regularly blitz this area.

If we are prepared to offer a decent range and make sure our helpers know what they are talking about we can retain and build our turnover in skincare. The NPA has it right in recommending staff training as a first priority. It isn't good enough to expect youngsters, no matter how keen, to "pick up" all the information needed to sell good products...



Robinsons re-launch Cameo range with chemist in mind

Robinsons of Chesterfield are re-launching the Cameo range of external sanitary protection with new packaging and re-designed product, and say they will be targetting it at the chemist.

The main feature of the re-vamp is the Cameo towel's new shape, which is rounded at the ends "to give greater comfort and discretion", says the company. The coverstock is embossed with a small diamond pattern, "making the towel brighter and whiter". Robinsons claim to have increased the absorbency of the press-on towel by over 10 per cent at the same time as improving the speed of absorbency. "The 'stay-dry' properties of the new coverstock give Cameo a soft and silky feel and add to greater wearing comfort", they say.

Contrary to market trends Robinsons have decided to retain the mini pad in their range but have withdrawn the 20s size to leave the 10s. Also discontinued are pant liners although there is a possibility they might be re-introduced in the future. Press-on towels in regular and super absorbency, are available in 10s and 20s, Maxi pads 10s and looped towels 1, 2, 3 absorbencies in 10s.

The range which is aimed at 25-45 year old women, features a new livery in pastel shades — colour coded to the different products. "The poster-style designs depict modern yet feminine 'lifestyle' scenes underlying the modernity and discretion of the new products", says the company.

Pre-price packs will be available in mini pads (£0.33), regular 10s (£0.43), super 10 (£0.48) and Maxi 10 (£0.52) throughout the launch period. A special offer of two Femfresh feminine hygiene cleansing tissues (worth £0.16), with a Femfresh consumer leaflet will be inserted into the launch packs of Cameo regular and super 10s press-on towels. The offer will be flashed on pack and operate while stocks last.

Robinsons have also produced a new consumer leaflet — The Cameo 'P' Factor — which examines external influences that affect menstrual cycles. It is available from the Cameo information service.

The company says that it has not ruled out the possibility of entering the internal sanitary protection sector but it has no plans at present. *Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.*

ICML offers for October

A free Deans Little Poppet story book (value £0.50) will be enclosed in each pack of Nusoft toddler 30s. There are eight titles in the full set which will be packed in random in member cases. Nusoft toddler 10s extra value pack offer the consumer 11 nappies for the price of ten.

Consumer savings are available on the following: Nusoft sterilising tablets (56s); liquid soap; bath sponges; triple sponges; toilet sponges; marble sponges; pull-on-pants (3s); Sunpure blackcurrant health

drink (500ml); glucose tablets.

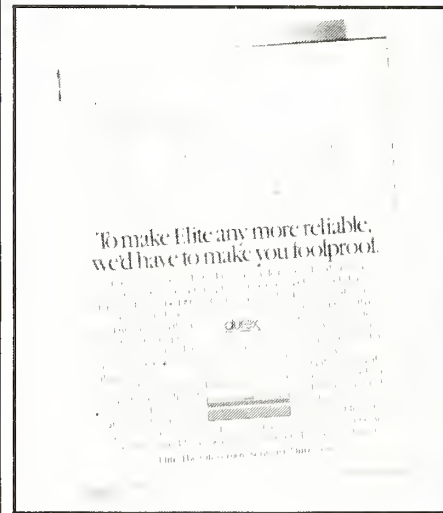
Retailers are offered a free Braun hairdryer with every 15 member packs of NPA or Numark bags ordered excluding carrier bags. Bonuses of 50p are available on methylated spirits (500ml) and 20p on the gallon size. All Sunpure healthfoods feature a 5 per cent bonus.

A new addition to the Nucross packed goods range: menthol & eucalyptus inhalation (100ml £0.49) will carry a 10 per cent bonus. Other Nucross products carrying a 10 per cent buying bonus are paracetamol 100s and soluble aspirin 100s. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire BA12 9JU.*

Elite ads for Durex

LRC are supporting Durex Elite with a £250,000 Press campaign.

Running from now until February 1986, the campaign appears in the *Sun*, *Radio Times*, *Readers Digest*, *She*, *News of the World*, *Family Circle* and *Living*.



Reliability and lack of side effects are stressed, using a bold headline with pack shot and a cartoon. The advertisements will reach "over 12 million adults between 25 and 44 at least six times" say, *LRC Products Ltd, North Circular Road, London E4 8QA.*

Wella on the wall

Wella have announced a nationwide poster campaign for their Stylite mousse and gel range.

Over an eight week period the consumer Press advertisement for Stylite will be featured on 500 poster sites in all major towns followed by full colour double page spread advertisements in leading women's magazines until the end of the year.

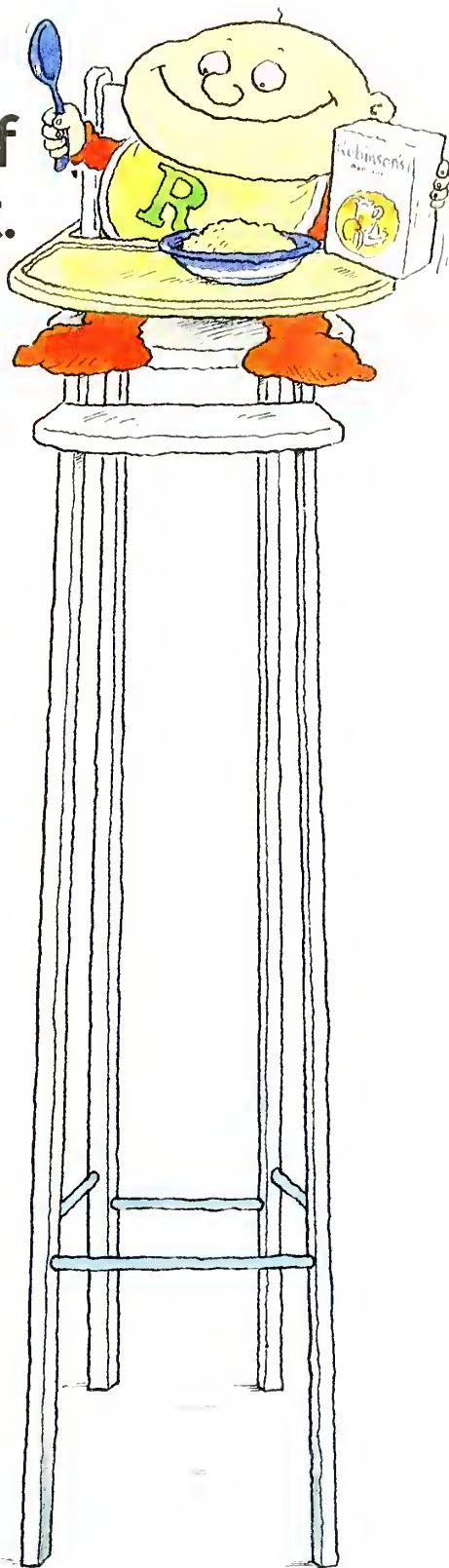
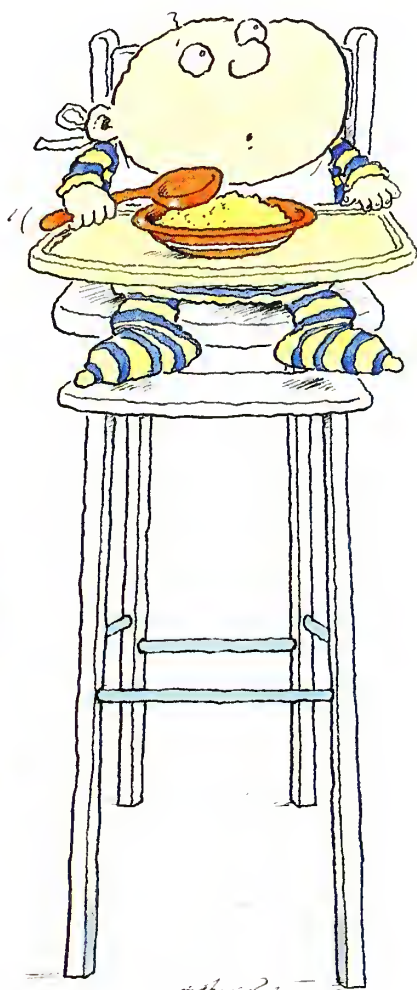
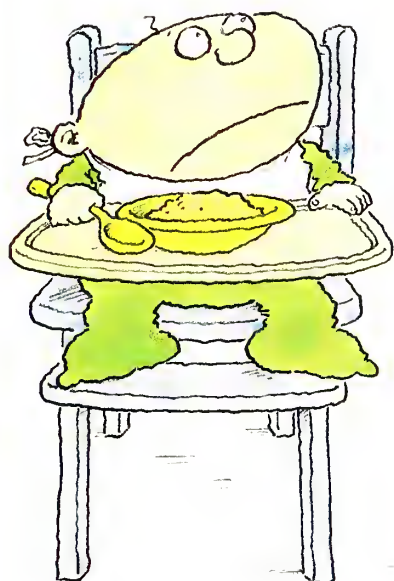
Showcards which echo the theme of the advertising campaign are available for point of sale or window displays. *Wella Great Britain, Wella Road, Basingstoke, Hants.*

Hard cell!

Paterson Products have been appointed a distributor for the Philips range of alkaline batteries. Fotoflash leads the product collection. *Paterson Products Ltd, 2 Boswell Court, London WC1N 3PS.*

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Robinsons are sitting on top of
the dry baby food market.



In the first three months of this year, more first-time mums bought Robinson's than any other dry baby food.* 34% of mums tried Robinson's, 28% our nearest rivals.

You could put this down to the recent improvements we made to our range. (The Tangy Orange Pudding obviously went down well.)

Or perhaps mums are more aware that, as well as being tasty, Robinson's Foods are very nutritious. Either way it's good news for us, and good news for you if you stock Robinson's.

No wonder our rivals are looking up to us.

© 1994 Robinson's Foods Ltd

Fisons vitamins revitalised

One of the main aims behind the relaunch of Sanatogen vitamins this Autumn (last week, p312) is to reposition the brand as a product associated with healthy lifestyles.

Extensive consumer research over the past year has highlighted an important change in attitudes to vitamins, says Fisons



consumer products marketing manager Neville Edwards. Traditionally, consumers associated vitamins with recovery from illness but now they regard supplementation as part of healthy living. Sanatogen's new positioning as

"vitamins for today's lifestyle" is being conveyed in new packaging, POS material and advertising. Fisons are putting their largest ever support budget behind the relaunch. A national television campaign worth over £1m starts mid-October and will run until the end of March 1986. Public relations activity includes a regular "vitamin digest" for health writers and a health and fitness directory, listing local exercise facilities, offered free to consumers.

Launch bonuses will be available through the sales force. POS material has been designed with pharmacies in mind and consists of a free leaflet on vitamins, a shelf reserve, counter unit and window display. Research in the USA has shown that 57 per cent of vitamin sales are impulse buys so Mr Edwards recommends that pharmacists give their customers the chance to browse and select these products.

Another aim of the relaunch is to build on Sanatogen's brand leadership of the £54m vitamins market. Fisons claim that the range has a 27 per cent unit share (SDC figures), over twice that of its nearest rival. They add that vitamins are the third major OTC medicines market after analgesics and cough/cold remedies. *Fisons plc, pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB.*

Brushing up dentist's image

A two-month television campaign to urge people to go to the dentist will feature the Wisdom Mr Men range of toothbrushes by Addis. The campaign starts on September 2 on STV and is funded by over two-thirds of the region's dentists.

Carrying the slogan "Dentists make smiles better," the campaign uses the Mr Happy character. Wisdom are sponsoring badges, posters and car stickers to support the programme, and these will be distributed through chemists, dentists, schools, libraries and health clinics.

The Glasgow Local Dental Committee has mounted the campaign, with the help of £10,000 donated by the British Dental Guild.

The organisers are aiming for a 21 per cent increase in dental visits, and hope this will be seen as a pilot scheme by other British Local Dental Committees. The effects will be monitored by Strathclyde University. Results of a commercial pre-test are said to have been "encouraging". *Addis Ltd, Brushworks, Hertford.*

Contac 400 on TV again

A second television advertising thrust for Contac 400, using a new commercial, is planned by Menley & James for the beginning of next year.

The campaign will start immediately after Christmas and run until the end of January on Channel 4 and TV AM in all regions. Also planned are new counter display units and a trade deal of the product packs. *Menley & James Laboratories, Welwyn Garden City, Herts.*

Chanel's Coco

Chanel have introduced Coco, a range combining floral, spicy and amber fragrances in parfum, eau de parfum and spray eau de parfum.

Presented in a crystal rectangular bottle and packaged in gold and black boxes, the parfum comes in four sizes, ranging from 7.5ml (£30) to 60ml (£122).

The eau de parfum is available in 50ml (£23), 100ml (£37) and 200ml (£58), with a 60ml spray retailing at £33.

Coco, which will be delivered to stores from mid-September, includes Indian jasmine and peach top notes, and base notes of "amber nuances with a hint of leather." The fragrance is for the "woman of the 90s" — a woman of "subtly balanced contrasts and who lives her life and loves her femininity to the full," say *Chanel Ltd, Queens Way, Croydon, Surrey CR9 4DL.*

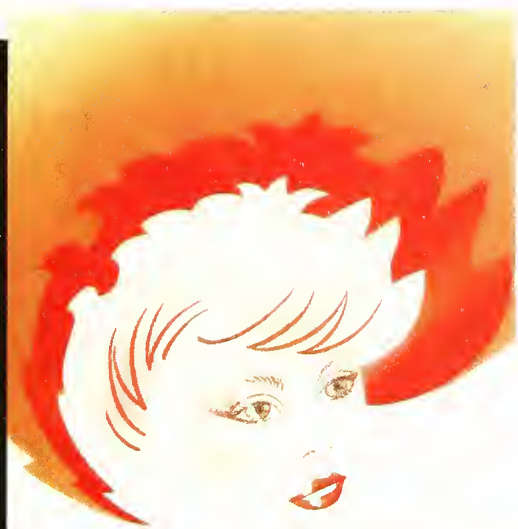


Benson Crisps have introduced a bran-based snack called Natural Choice. Made from maize, the crisp rings come in tomato, cheese, herb and natural flavours. They contain no sugar, and are prepared with poly-unsaturated oil and seasoned with sea salt. Each 25g bag (130 calories) retails at £0.17. The snack bags have a countryside theme and are biodegradable. Boxes of 24 can be used as self-serve and display units. *Benson's Crisps plc, Marquis Street, Kirkham, near Preston, Lancs*

ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	Central
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Baby Wet Ones:	All areas except C4
Calgon:	A, TVS, TTV
Corimist:	All areas
Cream Silk:	All areas
Cymalon:	All areas
Jaap's health salts:	GTV, STV, C4, (GTV, STV)
Listerine:	LWT, TTV, C4 (LWT, TTV)
Mennen Speedstick:	All areas
Pond's dry skincare range:	STV, G, C, A, TTV, TVS
Pond's perfect colour cosmetics:	All areas
Signal toothpaste:	C, TTV
Sweetex:	Y
Tramil:	All areas
Vaseline petroleum jelly:	Bt



*It's what's going to happen
to women's hair.*

Lady Jayne in the spotlight

Hair-fashions constantly change...Lady Jayne keeps you permanently in touch with the "twists and turns" of to-days hair fashions.



Lady Jayne

Laughton & Sons Ltd.,
Warstock Road, Birmingham.

COUNTERPOINTS

Affairs for hair flair

Schwarzkopf are making their first entry into the hair colorants market with a range of 12 semi-permanent hair colouring cremes. It will be supported with a £750,000 promotion spend.

Affairs, which is being launched under Schwarzkopf's Paletta name, is aimed at women who want to experiment with hair colour in "a simple and time-saving way", says the company. The range is available in a variety of colours from natural shades to fashion colours such as renaissance red, hothouse red and evening teak. They have a suggested selling price of £1.29 each and are packaged showing the individual hair colours on the front.

The promotional campaign will start in November and run for 12 months with a



series of double page spreads in major women's magazines, under the headline "Affairs. They're fun while they last".

A self-merchandise and in-store literature is available say, *Schwarzkopf Ltd, Penn Road, Californian Trading Estate, Aylesbury, Bucks.*

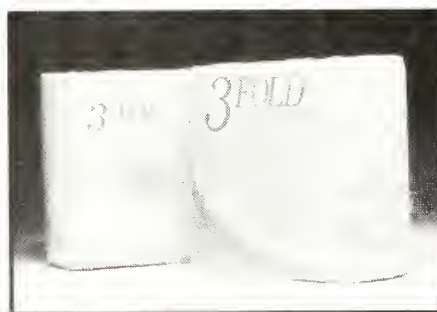
Dixcel's 3 ply premium tissue

British Tissues have introduced Dixcel 3 Fold, saying it is the UK's first premium branded three ply toilet tissue.

The product which is available in four roll packs (£1.09) features a pink, grey and white wrapper designed to appeal to women who are the main purchasers, says the company.

An on-pack offer of "buy three get one free" is designed to stimulate consumer trial. By mailing in three proofs of purchase consumers qualify for a free 3 Fold voucher. No restriction applies to the number of consumer applications but they must be in by February 28 1986.

British Tissues marketing manager, Andrew Cox is confident that the market



for three ply toilet tissue will treble over the next five years and that at current retail prices the market will be worth £7m. "The new product meets the consumer requirements for a thicker, stronger and

softer tissue", he says.

It is available to the trade in 14 by 4-roll polysacks from *Chemist Brokers, Milburn, 3 Copsem Lane, Esher, Surrey KT10 9EP.*

Lilia launch Autumn offers

Lilia-White are supporting Dr White's Contour applicator tampons with two promotions this Autumn.

10s packs will be flashed at 42p for regular and 45p for super. Five free tampons and a 30p off next purchase features on 30s packs.

Promotional packs are available nationally, from now until November 1 or while stocks last. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*

Money in the pocket?

Complementing Stuart Edgar's Pampered facial tissue range is a new line — pocket hankies.

Produced in three ply, soft tissue, the large pocket hankies are available in pure white for unisex appeal. The hankies are wrapped in packs of ten (£0.33), with six packs of ten per unit. The line is available in cartons of 40 packs of six. *Stuart Edgar Ltd, Etherstone Mill, Warrington Road, Blazebury, Warrington.*

Chemist & Druggist 31 August 1985



New SunsilK Shampoo. More than just a different look.

Today's woman is a completely different breed. She wants more than just an image. As a consumer, she wants a shampoo that really works.

Now, with new SunsilK Balanced Care Shampoos, she's got it!

New SunsilK Balanced Care has 4 new formulations, each offering a unique blend of cleanse and beauty ingredients which restore her hair's natural balance.

Each new shampoo is formulated to leave her hair healthy-looking, shiny and manageable.

Totally redesigned outside to complement these reformulations, the new SunsilK packs reflect her youthful, stylish outlook.

The bigger sizes offer 20% more at no extra cost, which will appeal to her modern sense of value.

And with the relaunch supported by a \$1.3m national TV campaign, stock plenty to make sure it's what's going to happen to your sales, too.

FROM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS**



Bristows gets unisex appeal

Beecham Toiletries are relaunching Bristows shampoos to give the product a "broader appeal". It has shed its original feminine personality in favour of a practical, value-for-money, unisex character, says the company.

The brand's repositioning is emphasised by new packs and fragrance. The deep shine conditioning shampoo comes in three variants: normal, greasy and dry, in 200ml (£0.65) and 100ml (£0.35) bottles and a sachet (£0.17).

The relaunch will be supported with

two on-pack offers: the 200ml carries a free transferable dispensing pump while the 100ml is price marked at 35p.

Beecham toiletries manager, Mike Fensome says: "The UK's expanding shampoo business is expected to turn over about £120m at retail selling price during 1985. Of this total, almost one quarter is accounted for by family-shared purchases, which are growing at 12 per cent per year". *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Price cut

The Evening Primrose Oil Co have cut the price of their 60 capsule pack, due they say to "dramatic" increases in their evening primrose crop yield following improved production techniques.

From October 1 the price of a 60 x 250mg pack will drop from £4.44 to £3.95 — as originally priced in 1982.

Evening Primrose Oil Co Ltd, 17 Royal Crescent, Cheltenham, Gloucestershire.

Water babies

Kirby Warrick are launching Babysafe Onetab sterilising tablets (14 tabs £0.61; 28 tabs £1.03) through their OTC division.

One tablet should be dissolved in eight pints of water for a full sterilising unit — this being the normal requirement for a bottle feeding mum, says the company.

The packaging illustrates the product's sterilising function for babies' bottles and the fact that each tablet claims to last 24 hours. *Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk.*



COUNTERPOINTS



Cussons have given their Imperial Leather shower gel (200ml £0.99) a "new unisex, sporting look". Designed for all-over body use the company recommends it particularly for washing chlorine out of hair after swimming. A 150ml pack (£0.70) is being introduced for the launch period. Sales and marketing director, Colin Hession estimates the shower gel sector to be growing in volume at 18 per cent a year. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL*

New Lifestyle for Vantage

Vestric goes national with its Lifestyle wholesaler couponing promotion this week. Distribution to consumers should be complete by the end of the month.

Produced as an A5-sized mini-magazine, Lifestyle is being supplied to over 900 participating Vantage chemists nationwide for distribution in their local areas. Each magazine carries the name and address of the participating shop. A total of 2.5 million copies will be delivered.

Lifestyle helps the chemist by promoting his shop and products to the consumer, overcoming restrictions he faces in advertising, says Vestric.

The magazine contain £2.20 of coupons for redemption at local Vantage Lifestyle pharmacies (valid until October 31) and competition entry forms along with several pages of beauty and health care hints. Each participating chemist is to



display window stickers, indicating that coupons may be redeemed there. "The prime objective of the Vantage group is to give each independent member the opportunity to use the same marketing concepts as the large retail chains," says Mr Alan Turner, Vestric's retail development manager. "With Lifestyle we have achieved this." However, he does acknowledge that some companies have reservations about couponing schemes — there have been problems in the past. He hopes the first Lifestyles will overcome this, and is already planning the second. *Vestric Ltd, West Lane, Runcorn, Cheshire, WA7 2PE.*

THIS AUTUMN, LOTS OF WOMEN WILL BE ASKING YOU FOR AN AFFAIR.

Excited? So you should be. After all, it's not everyday we launch a brand new range of hair colourants. Backed up by a £750,000 women's colour press campaign. Affairs comes in 12 colours. And as they're semi-permanent, women will keep coming back for more and more. And more.

Certainly it'll be the first time an affair made anyone a fortune, not cost them one.



Paletta Affairs Hair Colouring Creme by Schwarzkopf

Braun show some muscle

Braun are spending over £5.5m for their shaver, haircare, clock and dental ranges on television and Press advertising.

The company is putting £1.9m behind their 1-2-3 shaver range launched in January, in a combined television and print campaign. The ten and 30-second commercials will appear nationally and a Press campaign aimed at the gift market will run in general and women's magazines and Sunday supplements from October through to December.

To generate early sales, all Braun shavers, dental and selected personal care products will feature in an "Earlybird" promotion running from October 14 to November 16. Consumers purchasing Earlybird products will be eligible for a free 30ml Gucci eau de toilette or 30ml cologne pour homme worth £8.25, by sending their receipt and claim form to Braun. The promotion will be supported at POS with a showcard containing the forms. Braun are offering a moneyback guarantee from November to January to any consumer not wanting to keep

their shaver.

Over £1.4m will support Braun hair care with £800,000 backing the GC butane powered stylers on national television, with 10 and 20 second commercials repeating the "anytime, anywhere" theme during November and December.

The Silencio range will be backed by a £600,000 campaign with a 20 second commercial running nationally in November and December featuring a man emphasising the power and lack of noise of the dryers, says the company.

For the gift season, the company is introducing a limited edition of the lady shaver/hair dryer gift pack featuring the Silencio P1200 dryer and a matching blue Lady Elegance shaver for £19.95. The Silencio hairdryer collection will feature in the Earlybird promotion and a new display unit and showcard will be available from October.

The dental range will also be supported by a television campaign, breaking on TVS Channel 4 in October with a £100,000 spend and a £100,000 print campaign will appear in general interest publications such as *Punch* and the Sunday supplements. A display stand for the OC3 water jet and toothbrush will be available.

Braun are introducing a travel version of their voice controlled alarm clock (£19.99) and an identical model excluding the voice control for £13.99.

The range will be supported by a £300,000 national television campaign from mid-November. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Watching the women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines are divided into — weeklies (W), monthlies (M) and teenager's (Y).

Appleford Dietade:	W
Elizabeth Arden:	W M
Ashe Bickiepegs:	M
Double Amplex:	Y
Maws baby products:	M
Sherleys:	W M
Bayer Natrena:	W
Nutrasweet:	M
Beechams Badedas:	M
Bovril:	M
Fenjal:	M
Germaloids:	W M
Shaders & Toners:	M Y
Yeastvite:	W
Bowater Scott Andrex:	M

Minima:	W
British Cod Liver Oils Vitapet:	W
Chanel:	M
Chattem Mudd:	M Y
Sun-In:	Y
Chefaro Endocil:	M
Thomas Christy skin care:	M Y
Ciba Geigy Librofem:	Y
Clarins:	M
Combe Lanacane:	W Y
Cooper Health Oral B:	M
Crookes Hermesetas:	M
Sweetex:	M
Cuxson Gerrard Carnation corn caps:	W
DDD Blistez:	Y
Dentinox:	W M
Christian Dior:	M Y
Elida Gibbs Cream Silk:	W Y
Harmony:	M Y
Sunsilk:	W M Y
Timotei:	W M Y
English Grains:	W
Eylure Klorane:	M
10-0-6:	Y

Faberge Fleurs du Monde:	M
Farleys:	M
Gala Outdoor Girl:	W Y
Gillette home perm:	Y
Giorgio Perfums:	M
Givenchy:	M
Harvey Scruton Nurse Harvey:	M
H J Heinz babyfood:	M
Hydron:	M Y
ICC Anbesol:	M
Bisodol:	W
Immac:	Y
Preparation H:	M
Jansen Arret:	W
Johnson & Johnson K Y jelly:	W M
Vespre:	W M Y
Kingfisher Beauty:	M Y
Kimberly Clark Fems:	Y
Freedom:	W M
Lancome:	M
Lanvin parfum:	M
Larkhall Labs Lipcote:	M Y
Estee Lauder:	M
Lilia White Contour:	M Y
Dr Whites:	Y
Lil-lets:	Y
Max Factor:	Y
Milupa:	M
Neutrogena:	M Y
Nicholas Labs Almay:	M Y
Feminax:	M Y
Numark:	W
L'Oreal Belle Color:	M
Parim Fidgi:	M
Peaudouce:	M
Pedigree Petfoods:	W
Penhaligon perfumery:	M
Phillips petcare:	M
Proctor & Gamble Pampers:	M
Reckitt & Colman Senokot:	W M
Oscar de la Renta:	M
Revlon:	Y
Richards & Appleby Buf-Puf:	M Y
Richardson Vicks Clearasil:	M
Napisan:	M
Oil of Ulay:	W M
Rimmel:	W M
Robins Chapstick:	M
Seba Med:	M
Roc:	M
Roche Benadon:	W
Le Rose Autumn:	M
Helena Rubinstein:	M
Vidal Sassoon:	M Y
Scholl:	W
Schwarzkopf:	W M
Seven Seas healthcare:	M
Stafford Miller Sensodyne:	W
Tampax:	W Y
Thompson Aqua Ban:	M
Thornton & Ross Zoflora:	M
Uniclife TCP:	W
Unipath Cleartube:	W
Wella:	M Y
Worth:	M
Wyeth Labs:	M

**You are about
to turn a
new page in
the history of
prescribing.**

R



In September 1985, a very special Company commences trading.

Considerable savings in the Nation's drug bill are being achieved by the substitution of many branded ethical products by their generic equivalent.

However, not everything about the generic solution is perfect. We know from the many conversations we have had with General Practitioners that they have serious questions about prescribing generics with regard to consistency in relation to bio-availability, quality, continuity of appearance and origin.

Pharmacists being more involved than General Practitioners with generics may not share all of these misgivings.

Nevertheless, these opinions are believed to be the major reason for the preponderance of brand prescribing even when suitable generic alternatives are available.

Gx is our response to those expressed reservations.

Gx Limited is a British Company and part of the largest Pharmaceutical Group in the UK.

A word of

uch we share a commitment
search and the develop-
t of new medicines.

naturally the range of
ducts we market will have the
e high standards of
sistency and reliability you
e come to expect.

**Doctors will indicate their
intention to prescribe a Gx
brand by writing the letters Gx
immediately before the
generic name.**

**An example would be Gx
Ampicillin.**

**In these circumstances,
only a Gx brand should be
dispensed and the pharmacists
re-imbursement will be at our
list price and not at the Drug
Tariff.**

For additional information
write to:

**Gx Limited
The Old Post House
London End
Beaconsfield
Bucks HP9 2JH**

K. Difference.

Rx

Gx

A member of the Glaxo Group of Companies

Gx CARDIOVASCULAR AGENTS

Gx METHYLDOPA

METHYLDOPA

Gx OXPRENOLOL

OXPRENOLOL

Gx PROPRANOLOL

PROPRANOLOL

Gx DIURETIC AGENTS

Gx FRUSEMIDE

FRUSEMIDE

Gx SPIRONOLACTONE

SPIRONOLACTONE

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Gx ALLOPURINOL

ALLOPURINOL

Gx IBUPROFEN

IBUPROFEN

Gx INDOMETHACIN

INDOMETHACIN

Gx ANTIBIOTIC AGENTS

Gx AMPICILLIN

AMPICILLIN

Gx CO-TRIMOXAZOLE

CO-TRIMOXAZOLE

Gx ORAL ANTIDIABETIC AGENTS

Gx CHLORPROPAMIDE

CHLORPROPAMIDE

Gx GLIBENCLAMIDE

GLIBENCLAMIDE

Gx ANTI-CANCER AGENT

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TAMOXIFEN

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AMITRIPTYLINE



Full Prescribing
Information is
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A member of the Glaxo Group

of Companies

Wellcome new campaign

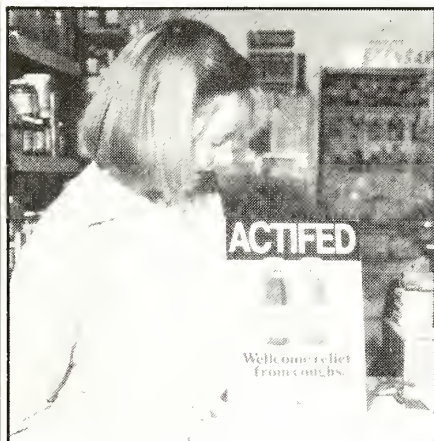
Wellcome Consumer Division is mounting a campaign for Actifed Co linctus and Actifed exorant during the peak selling winter period.

The recent Actifed tabs and syrup television campaign will run nationally from September 29 to October 19 in a "reminder" burst.

Starting on October 20, and running through to February 15, the new national campaign will be on all ITV channels (except Ulster), Channel 4 and TV-am, and will achieve 80 per cent cover of the UK population, who will have over five opportunities to see the 40 second commercial, say Wellcome.

Featuring animations with voices to match, the commercial's catchline is: "There are many different kinds of coughs, but there is just one name that can fight the lot of them — Actifed from Wellcome."

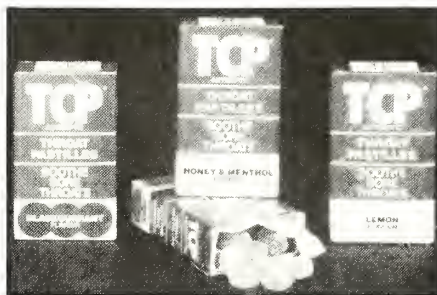
Besides the television campaign, Wellcome have introduced a bonus deal: pharmacists ordering more than 25 cases



across the Actifed range now, will have 12 charged as ten. Then, on receipt of the initial order, a replacement order card for supply by January 31, 1986, will give a restocking of up to the same number of cases as the first order — but with 12 charged as nine, says Bob Grice, divisional manager of Wellcome's consumer division.

Further support is provided by new POS material, providing a chance for pharmacists to enter the remaining Actifed display draws. The prizes: a fortnight's holiday for two in Florida with £500 spending money. "We are, I believe, giving unparalleled support to the pharmacist to keep his grip on the cough treatment market," says Mr Grice. *The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*

Chemist & Druggist 31 August 1985



Uniclife are giving TCP throat pastilles new packaging. The packaging is said to allow greater facings and an increased space to sales ratio for the retailer. "It has been designed to make the brand more easily identifiable with the medical sector," says the company. Advertising plans have yet to be finalised. *Chemist Brokers, division of Food Brokers Ltd, Milburn, 3 Capsem Lane, Esher, Surrey*

Derbac and Suleo together

International Laboratories Ltd have assumed marketing and distribution responsibility for the Derbac range.

The company which also handles the Suleo range for head lice says that the two ranges will retain their individual identities although they will be promoted in parallel. *International Laboratories Ltd, Wilsom Road, Alton, Hants GU34 2TJ.*

SCRIPT SPECIALITIES

Another first for Generics...

Generics (UK) Ltd are introducing another first time generic amoxycillin capsules.

The 250mg capsules (100 £16.55; 500 £82.75) are deep red and ivory, overprinted in black AX 250, and the "G" company logo. The 500mg (100 £33.10) capsules are the same, but overprinted AX500. Introductory offers are available on the 250mg 100s pack, through APS, Cox Pharmaceuticals, and AAH's Pharmaceutical Division. *Generics (UK) Ltd, Vines Cross, Heathfield, Sussex TN21 9AS.*

...and two more from Evans

Evans Medical have added two more generics — verapamil and azathioprine — to their range.

The azathioprine tablets 50mg are yellow, round, uncoated and engraved "50/309" with a breakline on one side, and "Evans" on the other (100, £35.10 trade).

The verapamil tablets are yellow, plain, round and film coated, in three strengths — 40mg (100, £4.46), 80mg (100, £8.90) and 120mg (100, £13.62). Promotional prices are available on request, say *Evans Medical Ltd, The Old Post House, London End, Beaconsfield, Bucks HP9 2JH.*

More Psorin

Thames are extending their Psorin range.

A new presentation, Psorin Forte, contains dithranol 0.32 per cent, crude coal tar 1 per cent and salicylic acid 3.2 per cent (50g, £6.30).

A 25g pack of Psorin (£2.79 trade) is

being introduced in response to demand from psoriasis sufferers and pharmacists for a pack specifically for retail sale. A 100g pack (£10.50) will be promoted to dermatologists and GPs with new clinical trial data.

The company has also produced information packs in conjunction with the Psoriasis Association, covering background to the disease, its types, treatment and a product breakdown. The A4 folder format will allow regular updating. *Thames Laboratories Ltd, The Old Blue School, Lower Square, Isleworth, Middlesex TW7 6RL.*

Merck's: enteral feeding product, Peptisorbon, has been included in the list of borderline substances for intractable malabsorption; bowel fistulae; treatment following total gastrectomy. Not suitable as a sole source of nutrition for older children, unsuitable for all infants under the age of one year. *E. Merck Ltd, Four Marks, Alton, Hants.*

Heminevrin closure improved and pack size changed: Astra have improved the closure of Heminevrin capsules to enable elderly patients to open the bottle more easily. The company says it would be helpful to loosen the transit seal when the pack is dispensed. The pack size has been changed to 60 (£4.62 trade), the most frequently prescribed amount. *Astra Pharmaceuticals Ltd, Home Park Estate, Kings Langley, Herts WD4 8DH.*

New size Fortum: Glaxo have introduced a 250mg vial presentation of Fortum (ceftazidime) (5 £12.40 trade). The company says the standard 500mg vial has been inconvenient for paediatric use in some cases. The smaller size will also be useful in peritoneal dialysis. *Glaxo Laboratories Ltd, Greenford, Middlesex.*

Ventolin and Becotide Rotacaps are no longer being distributed with an outer carton. *Allen & Hanbury's Ltd, Horsenden House, Oldfield Lane North, Greenford, Middlesex UB6 0HB.*

Cheaper Lifestyles

In a move to increase consumer trial and encourage brand-switching from LRC products, Warner-Lambert are adjusting the price of all three brands in their Lifestyles range.

Each brand is to sell at around £1.49 a pack — a cut, in the case of Ultrasure, of £0.90. The company claims a 5 per cent share of the British sheath market and now plans to increase that share to 10 per cent by the end of 1986.

"We feel the best way of doing this is by attacking our competitors" says marketing director John Ball, "using price adjustment as a major marketing tactic. We have a big objective — to achieve 10 per cent quickly. Therefore any price change has to be significant for the consumer to notice it. We are now confident we can win maximum trial for the brand, and a continued increase in consumer offtake at the expense of LRC is what we intend to achieve".

Bonus stock deals will be offered — details can be obtained from the salesforce — and POS material is available, say Warner-Lambert Health Care, Southampton Road, Eastleigh, Hants SO5 5RY.



The fifth £1,000 instant prize in Unichem's on-going classic winners promotion has gone to Lancashire pharmacist Mr Gordon Humber of J Humber & Co Chemists in Kirkham. He is pictured (right) receiving his cheque from Unichem Preston branch general manager, Mr Joe Harris

Fishy products from Norway

A Norwegian firm is launching what it says is the first nutrient tablet based on fish powder into the UK.

Nutab, from the Norsildmel organisation, comes as 0.5gm capsules and comprises 85 per cent fish protein.

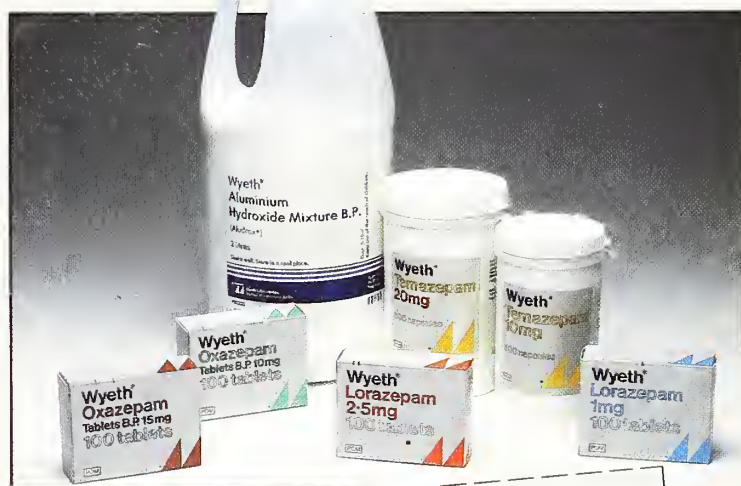
The tablets have a taste of dill, with a hint of fish, and are aimed at athletes and people unaccustomed to fish or unable to take powder products directly. *Norseneal Ltd, Kemp House, 152-160 City Road, London EC1V 2NP.*

Sweet cottages

Ratcliffe's of Oxford have introduced ceramic cottages (£3.50) filled with pure natural honey.

The character cottages come in three different styles, containing 8oz of honey. *Manley Ratcliffe, Tower Road, Berinsford, Oxford OX9 8LQ.*

UNPARALLELED QUALITY...



Wyeth are now making available the following major products from their range of generics:

- * Lorazepam tablets 1mg & 2.5mg
- * Oxazepam tablets B.P. 10mg & 15mg
- * Temazepam capsules 10mg & 20mg
- * Aluminium Hydroxide Mixture B.P. 2 litre

For information, prices and discounts available phone the WYETH "HOTLINE" 06286 4377 Ext 4345 or post the coupon below.

... made in Britain by Wyeth
... the backing of the product originator
... for a high degree of patient acceptance

WYETH ^{*}

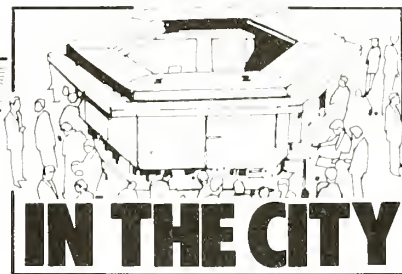
GENERICS

*Trade Marks

For information and prices post this coupon to:
Wyeth Laboratories, Taplow, Maidenhead, Berks. SL6 0PH.

NAME _____

ADDRESS _____



Clouds roll away in August

For stock market investors, if not the rest of us, the sun shone in August after all.

Sentiment changed towards the end of July after the FT ordinary share index hit 911, a twelve month low. It has been rallying more or less ever since.

Ironically the turning point was probably the disappointing interim figures from ICI. Chairman John Harvey-Jones blamed the strength of the pound, in particular against the German mark, for the shortfall against expectations. Almost immediately interest rates were cut and the pound fell back, albeit temporarily. There is no evidence to show that Mr Harvey-Jones' criticisms of government exchange rate policy triggered the interest rate cut, but a link seems highly plausible. Hopes of further falls in interest rates have continued to buoy the market in recent weeks.

Against this more confident background bid activity has been intense. Burtons won Debenhams, and Guinness finally succeeded in convincing Bells shareholders what was good for them. Enterprise Oil approached Saxon, just as Saxon were about to fall into the willing arms of Charterhouse Petroleum. BTR, the huge conglomerate, sold Heinemann to Octopus, the M&S book supplier.

LRC deny rumours

These actual bids gave rise to intense speculation. LRC, the Durex and rubber glove manufacturer, which had been linked with Fisons, denied they had received a bid, in the sort of statement which usually only quells excitement for a few days.

New issues continued to trickle through. Britoil were, as predicted, sold at a give away price and the allocations were arranged so as to create pent up demand from small investors. No doubt the authorities are hoping the same punters will come back for further privatisations.

Among the companies to report figures, Guest Keen & Nettlefolds (GKN) stood out as an engineering concern which has been transformed from a West Midlands steel company to a technologically advanced automotive component supplier. At 230p the shares look undervalued.

Meanwhile the old worries did not go away. In the electronics sector Sir Kenneth Corfield resigned as chief executive of STC a week before the company announced £10m losses. Olivetti had to bail out Acorn Computers a second time but Sir Robert Maxwell opted out of his agreement to rescue Sinclair.

There's been plenty of bid activity over the past month, with Guinness, LRC and Fisons among the companies involved.

One new worry reared its head in the form of South Africa. News of unrest there knocked gold shares for six. Banks like Barclays and Standard Chartered and trading companies like Metal Box were also hit. Barclays took off some pressure by announcing their intention to reduce their holding in a South African subsidiary.



Counter Prescribe

SOMINEX

tonight's answer to temporary sleep problems.

PRESCRIBING INFORMATION Presentation: Blister pack of 8 tablets, each containing 20 mg Promethazine Hydrochloride Ph Eur. **Indications:** Temporary sleeplessness. **Dosage and Administration:** Adults: one tablet at bedtime or up to one hour after going to bed. Children 0-16 years: not recommended. **Contra-indications, Warnings etc.** There are no specific contra-indications but use in pregnancy should be avoided. **Precautions:** The product is a sedative for bedtime use only. Patients should not drive or operate machinery. Alcohol and other CNS depressant drugs should be avoided. **Side-effects:** A few patients may be particularly sensitive to the effects of Somnux, early morning drowsiness may be experienced, as may dry mouth, blurred vision, difficulty with lachrymation and constipation.

Product licence number: 18374 (12/1)

P

For further information write to Beecham Proprietaries, Great West Road, Brentford, Middlesex

Suck it again Xrayser...

We noted the points raised by Xrayser about Toddliops in *Chemist & Druggist*, of August 17.

Our greatest problem, since we launched the product last year, has been trying to make our customers realise that this is not an ordinary confectionery product, and it needs to be treated differently. We have some lollies which have been lying on our desk for three months and are in perfect condition. The product does have hygroscopic properties, which is why we now pack them in small sealed bags of 15 and put a letter in each box explaining that they should only be opened one bag at a time. Products from Switzerland packed similarly have been perfect two years later.

We did initially pack them in larger units but found that was a mistake. We therefore instructed distributors Pharmagen to pass full credit to all customers who had any complaints at all with this product. We believe that we have now benefitted from our mistakes and hope we can look forward to customer cooperation in this very exciting market segment.

We are about to launch a sealed bag of five Toddliops which will retail at £0.45. Because of the support we are getting from the dental profession we shall, in September, distribute to 22,000 dentists, a poster for their waiting rooms stating that Toddliops will not cause dental decay and that they are available from chemists.

A large pharmaceutical manufacturer has just distributed 500,000 Toddliops to doctors to support the launch of their own new sugar-free product.

Toddliops have great market potential. In fact women now spend over £600m each year purchasing confectionery for the rest of the family. As a small family firm we have pioneered this type of sugar-free produce in this country. We hope we have done enough for Xrayser to forgive our initial shortcomings and try Toddliops again.

D.E. Welch

Managing director, John W. Welch Ltd

Two-way consultations

As chairman of the Kensington, Chelsea and Westminster Local Pharmaceutical Committee, I am aware, not only of the problems which beset local contractors, but also of the apathy of many members of our profession and the difficulties of maintaining active member participation on such committees.

I should like to remind Mr J.P. Patel (*Letters C&D* August 10) that consultation is a two-way process. Those of us who choose to serve our fellow pharmacists or who (in the rare event of there being more applicants than vacancies on an LPC) are elected to office, find it dispiriting that rarely do contractors bother to bring their problems to us; and that meetings between contractors and the LPC on matters of special interest are poorly attended.

John Reynolds

Chairman, Kensington, Chelsea and Westminster LPC.

Health education and pharmacists

As a recently appointed research assistant investigating "the perceived and actual needs of community pharmacists, in order to develop their role as health educators", I would be very interested to hear from anyone who has carried out research projects, surveys or campaigns of a similar nature, or ones related to health education and the pharmacist. Please send details to myself at the *Pharmacy department, Oldchurch Hospital, Romford, Essex.*

K. Sharpe
Romford

Jumped up...

If the guidelines are tight enough to prevent leapfrogging, then we have "restriction of trade" — if the guidelines are too loose, then we have leapfrogging.

Ladies and gentlemen — with a new contract we have "flexi-guidelines" — not tight enough to prevent leapfrogging, and loose enough to avoid "restriction of trade". Congratulations on a brilliant "carve up".

Brian Stroh
London N19.

Plastered?

There is, I feel, a gap in the first-aid dressings market which I am sure the major manufacturers have missed. A customer has just asked for "non-stick plasters" — she refused all substitutes.

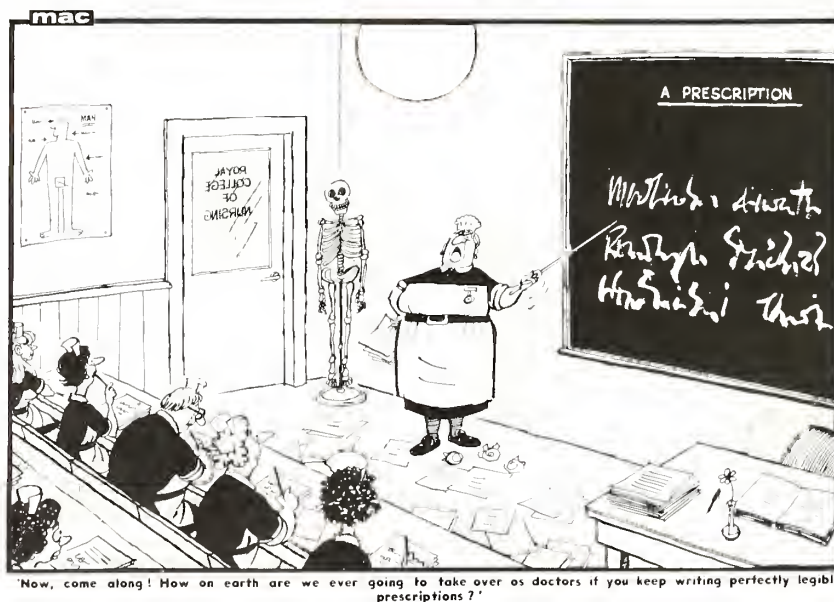
Chris Radford
New Milton

GP says 'no' to nurse advisers

Proposals from the Royal College of Nursing that patients should have the right to see a practising nurse rather than a doctor (*C&D* Aug 17) get a cynical reception in the medical Press.

This week's *General Practitioner* comments: "Just as GPs have become used to dispensing chemists trying to muscle in on what has traditionally been considered to be the GP's province, the RCN makes its bid for influence in what is fashionably known as the primary health care team."

The *Daily Mail's* cartoonist (opposite) also has reservations about the idea, albeit of a more homespun variety!



"Now, come along! How on earth are we ever going to take over as doctors if you keep writing perfectly legible prescriptions?"

They've both got a sore mouth but the similarity stops there.



Medijel
gel

For quick, effective
relief from the pain of
mouth ulcers, soreness
of the gums and
denture-rubbing

DENTINOX
teething gel



Teething baby or mum with a mouth ulcer. Two different problems requiring two different remedies. For mum, the powerful formula of fast acting Medijel gel or pastilles brings relief in seconds. Medijel gel is soft enough to be placed at the point of pain.

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Retail management and the leadership equation

When dealing with staff, customers, suppliers and all the pharmacist proprietor contacts, it is important to keep certain simple but often under-employed principles in mind.

Contrary to what employers imagine, staff generally prefer to be busy. A reason why many secretaries in London resign is their boss's failure to give them enough to do.

Pharmacists would be wise to learn from this. It is extremely rare in a pharmacy for there to be no useful work to be done, even if the dispensary and front shop are slack. If this should happen, it is normally more sensible to send someone home early or give them leave of absence for an hour or two rather than have them filling in time with "manufactured" jobs. When space is available, a recreation room with leisure facilities on the premises can be an excellent investment, good for morale and for keeping staff at hand should the tempo of business suddenly increase.

Giving people the chance to use their abilities, encouraging them to have pride in them, is another factor in motivating staff and thus promoting profitability. If someone has a relatively unskilled job, the value and importance of the work should be emphasised. Cleanliness is essential in a pharmacy and the daily cleaner has a significant role to play, not only as regards hygiene but also in seeing stock is not damaged during cleaning. Wherever possible jobs should be upgraded so that a cleaner might, for instance, be given additional responsibilities in security or stock control.

Efficiency first

As well as being busy on useful work, staff wish to have efficient systems and equipment at their disposal. Every effort should be made to remove obstacles to morale, instead of trying to compensate for them. A dispensary refit or a more effective method of stock replenishment may do more to make staff feel content than staff parties and outings. The ideal is, of course, to combine efficiency with the homely touch.

Customers, staff and others do not always complain of what is, at heart, troubling them. So it is vital to develop the art of drawing out people on the true cause of their complaint. There is the classic case of the employee who repeatedly complained about meals and service in the company

Are you making the best use of your staff? People generally prefer to be busy at work, so look around and see if anyone's talents are being wasted. Keeping lines of communication open and giving people the right environment to work in are also important

canteen. Immediately he won promotion to the table reserved for managerial staff, the same food and conditions gave no rise to criticism.

It is remarkable how poor a standard of telephone communication exists in many businesses. The tone of voice and how things are said can make the difference between a goodwill-building exchange and a dissatisfied caller. It can often be salutary, if embarrassing, to telephone one's own pharmacy and note the response. Or ask one or two candid friends to do this for you.

Recently there has been much written on the desirability of pharmacists being more accessible to the public and to be seen more outside the dispensary.

Little is said about the accessibility of the pharmacist to his employees. It seems that decisions affecting staff are too often made with only a passing reference to them. If the pharmacy is to engender a team spirit, it is essential to have regular staff meetings at which views can be expressed by even the most junior employee. Decisions of the owners should not be imposed dogmatically or without rational explanation. Such meetings can often be preceded by a training session, and followed by an informal get-together.

Disputes between staff and owner, or within the staff, can crop up in the most harmonious of concerns. Three elementary principles are relevant, but tend to be overlooked at high levels in business, industry and government. The first step is to get the facts as objectively as possible and to ensure that both sides are aware of them.

"We should constantly bear in mind that profit is a by-product of satisfactory human relationships."

Hearsay by those who were not present when the trouble arose should be treated with great caution.

The second imperative is that action be prompt. The longer any grievance is allowed to simmer, the more firmly will it become rooted; encourage people to report at once anything causing them worry. This is linked, naturally, with accessibility of the owner.

Thirdly, keep in mind the value of a neutral observer when the parties confront one another. While the three basics are of general application, in certain cases it will be necessary to involve legal or other outside experts: nothing should be done to prejudice the matter in advance.

The effective handling of disputes can contribute much to profits and, when problems arise, they should be regarded as an opportunity to enhance goodwill with staff and others.

We should constantly bear in mind that profit is a by-product of satisfactory human relationships.

Image is important

While giving full weight to the importance of psychological factors in conducting a successful pharmacy, material influences must not be neglected. The laws set certain standards for heating and other conditions, but these standards should be regarded as minima. The appearance and layout of a pharmacy have a strong effect on staff and customers alike, and human relations start even before a customer enters the door. The shop front, any permissible advertising and comments made by staff to their friends all play a part in creating the image of the pharmacy, and therefore affect the volume of business.

Any employer aiming to reduce staff turnover is wise to find out as much as he or she can about the work input, in relation to pay and other benefits, or their people compared with that in similar pharmacies. The NPA's interim comparison data should be closely studied so that wage percentages to turnover can be compared, as should other information published in the pharmaceutical Press from time to time. Because of the high costs of changing staff it is imperative to keep change to the minimum consistent with maintaining a high level of staff efficiency. But on occasion, change can increase profits.

For any pharmacy to achieve optimum

profit there must be teamwork, and a team needs an effective leader. There are many who subscribe to the fallacy that, because they have a degree or doctorate in pharmacy, they are *ipso facto* qualified as leaders. I remember the brilliant research chemist who imagined his scientific pre-eminence automatically placed his views on business economics and marketing beyond dispute. Such attitudes can hamper or ruin a pharmacy.

Managers and leaders

The unique place of pharmacy in retailing calls for owners who are trained in management and qualified to lead a team. The points which follow are generally regarded as relevant for leaders, who should combine with the principles involved their pharmaceutical and management qualifications.

A leader must be accepted by the group of people he or she is leading. The implication is that respect has to be *earned*, and the fact that one owns a pharmacy does not remove this necessity. Naturally there is a sharp contrast between the position of (a) a proprietor who started the business and recruited staff who accept the owner, and (b)

...to achieve optimum profit there must be teamwork, and a team needs an effective leader...

the pharmacist who buys an existing pharmacy and wishes to establish harmonious relations with the staff there. It is by no means uncommon for the advent of a new owner to provoke the resignation of one or more staff members. This could seriously damage customer relationships, and every effort should be made to build up some rapport in advance of the takeover.

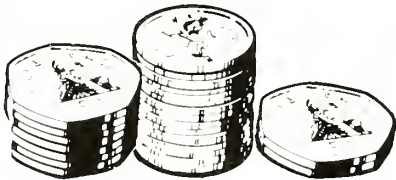
A leader must not become isolated but should be aware, all the time, of the effect of his or her behaviour on the group. An owner who is security-minded and anxious to reduce leakage could inadvertently cause honest staff to form the impression that they were under some kind of suspicion. The sudden imposition of stringent measures might provoke, for differing reasons, the departure of guilty and innocent !

Leaders should try to see themselves as

others see them. A measure of self-criticism is called for, and it could be revealing and instructive if a recording were made of events in dispensary and front-shop for review afterwards.

It is important for leaders to find causes of any lack of cooperation and harmony in the pharmacy and in its relationship with outside contacts. The roots of problems, not merely the symptoms, should be sought.

Experience in the forces and in many other organisations has demonstrated leadership qualities can be developed. Painstaking efforts to be just and fair and to be seen as such will help compensate for many other faults. Pharmacy is a caring profession and caring is a key leadership ingredient.



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Which cosmetics?
What fitness equipment
clothing &
accessories?**

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— come to
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Living Show**
The Exhibition for
Healthy Food,
Fitness and Beauty
EARLS COURT, LONDON,
17-22 SEPTEMBER 1985
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COMPLIMENTARY TRADE TICKETS available, for first 3 days only, by ordering in advance on Company Stationery, enclosing s.a.e., from The Healthier Living Show Box Office, Earls Court Exhibition Centre, Warwick Road, London SW5 9TA.

From September doctors can write a prescription for Gx products.

Doctors will simply add a bold Gx prefix before the generic name.

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It is likely that you will receive a prescription for a Gx product before our representative has been able to contact your pharmacy.

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Gx FREEFONE—Dial 100 and ask for Freefone Gx Limited.

Gx: An announcement to Retail Pharmacists.



Single loan scheme for all AAH wholesalers

AAH have set up Statim Finance to offer a business loan scheme for pharmacists using one of the group's member companies as their major wholesaler.

Pharmacists wishing to use the scheme must put at least 70 per cent of their wholesaler business through Vestric, Hills Pharmaceuticals, Mawson & Proctor, Herbert Ferryman or Northern Pharmaceuticals. Loans are arranged through Barclays Bank, with interest set at 1½ per cent above base rate.

AAH, who will give Barclays a 100 per cent guarantee on every loan granted, expect most of the loans to be for between £15,000 and £250,000. They are not ruling out loans over the £250,000 mark, but say they would need "special negotiation".

Repayments must be made monthly via direct debit, over a period of between three and ten years. Typically, say AAH, a loan will run for seven years. Applicants will normally be expected to supply 20 per cent of the total sum needed themselves.

Statim will want to see the same details as a bank before granting a loan. These might include the past few years' accounts

in the case of an existing business up for sale, details of the applicant's business experience and information on any property to be bought. They will also carry out annual checks on the financial health of the borrower's business.

Limited companies, partnerships and sole traders can all apply for loans under the Statim scheme. There will be no penalty charge for early repayment and no obligation to give AAH first refusal if the business comes up for sale.

There will be an application fee, and a charge for legal documentation work.

Loan applications should go through branch managers, who will pass them on for processing at Statim's offices in the Herbert Ferryman building at Southampton. AAH stress that Statim is being run as a self-contained company, and promise loan application details will not reach their wholesaler companies.

Explanatory leaflets and application forms will be available from September 1.

Vestric's old loan scheme will stay in operation, but AAH believe the new package is more comprehensive, and will eventually replace the old.

6,000 shops lost in five years

The number of businesses registered for VAT rose by 11 per cent to reach 1.43 million in the five years to the end of 1984, according to the Department of Trade & Industry. But retailing was the only sector to show a decline.

The five years examined show 830,000 new businesses registering, and 690,000 dropping off the register. Some 500,000 of the deregulations came through businesses being wound up or dropping below the turnover minimum of £19,500. The rest are attributable to takeovers or changes in ownership status.

Retail remains the largest single business sector, with 263,545 businesses registered at the end of 1984. But this figure shows a drop of 5,781 on 1979's total of 269,326. The worst decline came in 1980, when the 36,033 businesses dropping off the register outnumbered new additions by 4,047.

Of the 171,246 retail businesses which

came off the register in the five years studied, 76,256 did so because they ceased trading. Another 68,679 were sold to a buyer already registered for VAT. *British Business (single issue £1.25), Business Section, 11th Floor, Millbank Tower, London SW1P 4QU.*

Optimism among small firms

Over 55 per cent of respondents in a small business survey increased sales in the year to March, with more than a third also saying they took on extra staff during that time.

Turning to the balance between increases and decreases, the Small Business Research Trust show a net +33.4 per cent of with better sales, and a net +17.6 per cent taking on staff. The 1,181 firms who answered questions in the survey remain optimistic when looking at the current quarter. A balance of +16.7 per cent say they expected increased sales, while a balance of +9.5 per cent think they will extend their workforce.

Unichem to add 1,500 new shops?

Unichem have set themselves the target of recruiting 1,500 new member pharmacies by the end of 1987.

If they succeed, they will have a total membership of 6,500 — approaching two thirds of the UK's independent pharmacies.

"We are uniquely positioned to provide almost everything the independent pharmacist needs" says managing director Peter Dodd. "More importantly, with our growth, we can offer members even more security in the unsettled times ahead."

Mr Dodd was addressing the company's enlarged salesforce, which has now recruited the 11 new reps Unichem announced they were looking for earlier in the year.

DoE help on planning

Small businesses will find their applications for planning permission treated favourably, with local authorities instructed to help them, according to two draft documents from the Department of the Environment.

The draft for a new DoE booklet, "The Small Firm and the Planners," explains when planning permission is needed and how to get it.

An accompanying circular for local authorities says: "There is a general presumption in favour of greater planning permission, unless it would cause demonstrable harm to interests of acknowledged importance."

Planning permission will not necessarily be needed where use of part of a house for business purposes "does not change the overall character of its use as a residence" it goes on.

For example, using part of the house to run a private hairdressing business, operate an office or show samples to potential buyers may not involve change of use permission.

The documents aim to put into action proposals in Lord Young's recent "Lifting the Burden" White Paper.

Copies have been sent to local authorities and small business bodies for their comments, with answers wanted by the DoE for October 1.

Advertising complaints against BDC, L'Oreal and Searle

BDC, L'Oreal and Searle have all had complaints against them upheld in the latest Code of Advertising Practice report.

Ever Ready, makers of the alkaline Gold Seal battery, complained that a BDC trade Press insert showed a Duracell display stand flashed "No other battery looks like it . . . or lasts like it". An earlier complaint from Ever Ready had resulted in Duracell agreeing not to use that claim until it could be better substantiated.

BDC said they had not known of the previous complaint, and had reproduced the stand's claim in good faith. They agreed to amend future versions of the leaflet. Duracell were asked to see that display stands featuring this claim were not used for distributors' promotions in future.

Duracell's current television and radio commercials, comparing the batteries' performance to zinc carbon batteries, uses the copyline "No ordinary battery looks like it . . . or lasts like it".

Alberto-Culver challenged L'Oreal's claims in the women's Press that "only Freestyle provides all the hold you need with none of the stickiness". Alberto said their own VO5 mousse was formulated in

the same way.

The committee examined L'Oreal's evidence for the claim, and requested that future advertisements be amended.

Dietary Foods, makers of Sweet 'N' Low complained that a reps' trade leaflet for Searle's Canderel sweetener was unfair in the way it depicted Sweet 'N' Low. It was shown in a yellowish-brown, with the claims "It doesn't look like sugar. It doesn't taste like sugar. It has a metallic aftertaste". They felt this was denigratory and misleading.

The committee agreed, and Searle were formally requested to refrain from such claims in future.

There was also a complaint against Carter-Wallace from Chefaro. Carter-Wallace's women's Press advertisements for Discover 2 carry the claim "There's no quicker way to find out if you're pregnant . . . it will give you a result in just one hour". Their own Predictor kit can give results in 30 minutes, said Chefaro.

Carter-Wallace said the claim was intended to refer to Discover 2's ability to react one day after a missed period. Their evidence satisfied the committee, and no further action was deemed necessary.

ABPI exports

The UK drug industry's trading surplus reached £432m in the first half of 1985, 30 per cent higher than last year's equivalent.

Exports rose 24 per cent to £730m, while imports were up £41m at £298m.

The ABPI describe these figures as "a clear demonstration that British medicines enjoy the confidence of doctors on a world wide basis." The industry's trading surplus with the USA rose 45 per cent to £29.7m. The surplus in Japanese trade was up 32 per cent at £22.4m.

Ransom boost

William Ransom increased pre-tax profits by 26 per cent to £476,862 in the year to March 31. Sales were £1m higher at £4.68m.

Exports grew 42 per cent during the year, to reach 41 per cent of total turnover. Home sales, described as "steady but suffering from considerable price competition" until December, rose 40 per

cent in the last quarter.

"This sudden upturn was stimulated by wholesalers stocking up for demand caused by the NHS limited list," said chairman Michael Ransom. "I believe that these proposals were beneficial to the group."

Link times six

Vetric have announced further enhancements to their Link pharmacy business systems.

The ICL personal computer, the basis of the system, now has over six times the capacity of the twin-floppy disc unit, due to the introduction of a 10 or 20Mb hard disc system, allowing the pharmacist to run up to four programs simultaneously.

The first two Link hard disc systems have already been installed, the company says.

Henara have bought Norton of London, makers of Chelsea flower soaps, and the Snoopy toiletries range. Orders and enquiries should go to *Classic House, 174 Old Street, London EC1.*

CPP drug abuse conference

"Drug and Solvent Abuse" is the theme of a College of Pharmacy Practice national meeting at the University of York on October 20.

The meeting starts at 10.30am with "Benzodiazepines dependence" by Dr Heather Ashton, consultant physician, followed by "Addiction to narcotics" by Alan Judd, pharmacist, regional drug information, Leeds General Infirmary, and "Alcohol" by Dr A. Thorley, consultant physician at a drug dependence clinic.

The afternoon session has "Volatile solvents — glue sniffing" by Brenda Davies, senior registrar in a psychiatric unit, and continues with discussion groups considering the pharmacist's role.

Fees are £15 for College associates and £20 for others. Applications, together with a cheque payable to the College of Pharmacy Practice, should be sent to the secretary, *Mr R. Dickenson, 1 Lambeth High Street, London SE1 7JN.*

Advance information

Society for Drug Research, School of Pharmacy, Brunswick Square, London WC1, September 12. Symposium "Computers in Drug Design." Cost to non-members £10. Details from Barbara Cavilla, SDR Secretariat, c/o Institute of Biology, 20 Queensberry Place, London SW7 2DZ (tel 01-581 8333).

British Institute of Regulatory Affairs, Barbican Centre, London, October 10. One day meeting on "Drug withdrawal and restriction: implications and impact." Members £60 plus VAT; non-members £70 plus VAT. Details from Yvonne Robertson, Yew Cottage, Cherry Garden Lane, Maidenhead, Berks SL6 3QD (tel 062-822 3047).

Agricultural and Veterinary Pharmacists Group, Pharmaceutical Society, annual weekend meeting, Lion Hotel, Shrewsbury, October 19-20. "New Products and developments in the animal health field" with speakers from Cooper Animal Health, Hoechst UK, Ciba-Geigy and MSD Agvet. £40 per person, £12 Sunday only. Details from R.E. Marshall at the *Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN.*

Graver Boot Industry and Health Service Conference, Cavendish Conference Centre, October 23. "Buying and Selling in the NHS." Speakers include Lord Ennals (chair) and Mr D. K. Knowles, district pharmacist, Exeter Health Authority. Details from the conference administrator, *Grover Boot Associates, Stoney Middleton, Sheffield S30 1TU.*

Institute of Nutrition, 15 South End Road, London NW3 2PT, advanced nutrition therapy course, November 8-10am to 5pm. Covers vitamins, trace elements and diet. Cost £86.25 including teas. Details from director Patrick Holford at above address.

United Kingdom Clinical Pharmacy Association, workshops "The problem of time — how to manage it and oneself," October 7, and "The problem of change — changing situations and attitudes," November 29, both at Queen's Medical Centre, Nottingham. "The problem of standard setting," January 31, 1986, Derbyshire Royal Infirmary. Cost members £17 each (£60 all three), non-members £30 (£100). Application forms from A. M. S. Cullen, DPhO, Medicines Research Unit, Derbyshire Royal Infirmary, Derby DE1 2QY (tel 0332 47141). "UKCPA pathology laboratory data interpretation workshop — haematology," November 7, postgraduate medical centre, Newcastle-upon-Tyne General Hospital, Westgate Road, Newcastle-upon-Tyne. Fees as above. Details from Dr Roger Walker, department of pharmacology, Sunderland Polytechnic, Whornclyffe Street, Sunderland (tel 0783 76191).

South Western Regional Health Authority, courses for pharmacists, pre-registration graduates and technicians 1985-86. Details from Mrs M. L. Thompson, staff pharmacist, support services, *King Square House, 26 King Square, Bristol BS2 8EF (tel 0272 423271).*

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KINGSWOOD CHEMISTS

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In the fast moving world of retailing Kingswood Chemists, part of the Booker Group, is a highly successful retail pharmacy operation with over 90 branches operating in London and the South East.

A Senior Buyer is now sought to develop the buying function which has yet to realise its full potential. Based in our West Byfleet Head Office the successful candidate, reporting to the Marketing Director, will have broad responsibilities including negotiating trading terms with manufacturers, the selection and control of product ranges, co-ordinating pricing policy and developing a promotions programme. Experience in negotiation combined with good communicative skills are essential as an important aspect of the position will be to liaise with the Merchandising Department regarding branch layout and working closely with the marketing function to develop 'own label' products.

The job is an interesting but demanding one, the company expanding and talent is recognised so that future prospects are excellent. In addition to the salary quoted there is a company car plus a good benefits package including share option scheme, subsidised BUPA and relocation assistance where necessary.

Please write enclosing a c.v. or telephone for an application form to: Mrs. L. Lloyd, Personnel Manager, Kingswood Chemists, 45 Station Approach, West Byfleet, Surrey KT14 6NE. Tel: Byfleet (09323) 41133.

MANAGER

Required for small pharmaceutical wholesaling company, located in Yorkshire with established range of own label products, and exclusive area distribution of other major branded ethicals.

The company has an excellent potential within all established pharmaceutical outlets, and requires a person of proven experience in all aspects of pharmaceutical distribution, to employ initiative and drive in expanding the existing business.

Salary negotiable, company car provided, excellent pension and health benefit schemes in operation.

Please write giving C.V. to date to:

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Agents

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An old established manufacturer is needing agents in several areas with established connections with wholesale and multiple retail to sell good quality range of sundries.

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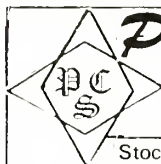
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Holy orders for Boots man

Mr Andrew Williamson, MPS, the manager of the Kilburn branch of Boots, has been ordained a deacon of the Church of England.

"I have been admitted to the ordained clergy, but I am not going into it full-time, and will continue to work for Boots as a store manager and a full-time pharmacist," he says. "I shall be available to my local parish church all day on Sunday and for two to three evenings a week, supporting the work of the church."

Mr Williamson says he will have an advantage in some ways over the full-time clergy. "Full-time vicars can be a little bit apart from the everyday world," he says. "I am not denigrating them in any way, but I will have a different outlook, meeting people everyday through my job, that will supplement the ministry of our church."

In the past, Mr Williamson has been involved in Bible translation for an international missionary organisation, and in youth work and church administration. He lives in Watford and will participate in the work of the All Saints South Oxhey and Carpenders Park parish. He was ordained in St Albans Abbey by Bishop John Taylor, Bishop of St Albans, on June 30.

Mr Williamson has been manager of the Kilburn branch since 1978.

APPOINTMENTS

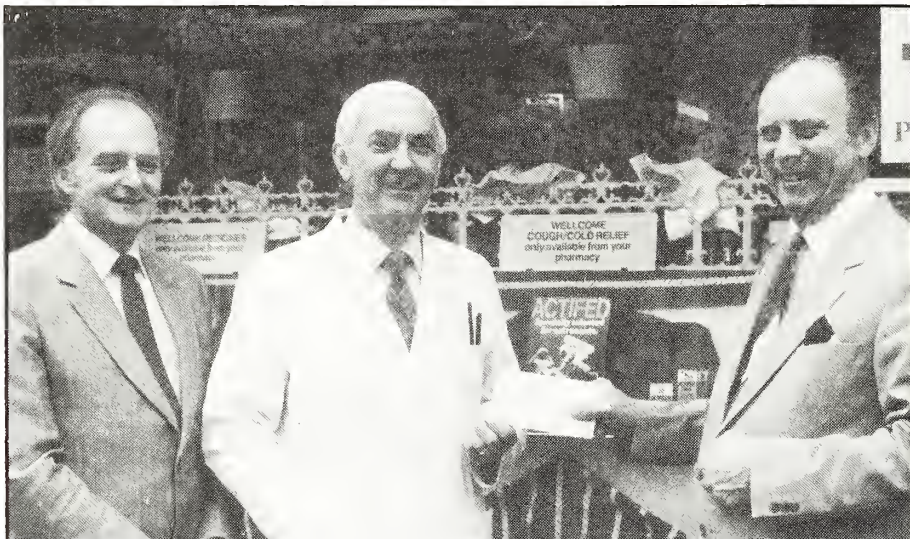
Southalls Hygiene: Brennan Reilly succeeds Bill Finney as general manager.

Siber Hegner Ltd: Peter Hoare is appointed pharmaceutical products manager.

Yorkshire AHA: Alistair Stokes, currently sales and marketing director at Duncan Flockhart, becomes general manager. He takes up the post on October 1.

Sentipharm AG: David Fleet becomes area marketing manager of Schering Corporation's Middle East operation, based in Athens. He joins the company from Kirby-Warrick.

Apcel Ltd: Dr Brian Ellis joins as director of marketing. He previously worked for Amersham International as marketing manager of the research products division.



A Dalbeattie pharmacist is the first winner of Wellcome's Actived POS material draw. John Wilson, MPS, who has had premises on Dalbeattie High Street for 25 years, wins a free fortnight's holiday for two in Florida, with £500 spending money. The cheque was presented by Jim Kirk (right), sales manager of the consumer division

Pilbara Pink

An Australian pharmacist is planning to make a bid for the Americas Cup.

Vincent Cooper of Port Headland told *The Times* of the obstacles he needs to overcome. One is the search for A\$5,00,000 to fund a boat. But he is hopeful that when the boat is ready there will be plenty of sponsors. Port Headland is 1,000 miles north of Perth and, says *The Times*, "not near anywhere." But Mr Cooper has already named the vessel "Pilbara Pink," after the local dust which contains iron ore and, despite a reserved response from the Royal Perth Yacht Club, he evidently has a rosy view of his chances.

Cold cream for the Queen Mum

News reached us of why the Queen Mother looks so well at 85 — she has been using the same cold cream for more than 60 years. Surprisingly, though, it is not one of the established brands that keeps the royal glow, but one made up to a secret formula devised by a Forfar chemist.

Mr Bill Main is responsible for the Queen Mother's supplies these days. He took over production in 1960 when he bought the shop and inherited the recipe from its inventor, Mr Malcolm Macfarlane. Now once or twice a year he mixes the ingredients in his pharmacy in Castle Street, Forfar.

The Queen Mother started using the

cream — known as Cream of Roses — in 1921. "She was originally given it by Mr Macfarlane in a crystal bowl on the occasion of her marriage," says Mr Main. "He received a letter, which his son still has, saying how pleased she was and that she would always use it." The Queen Mother has been ordering it ever since.

One year, however, Mr Main recalls, things didn't go quite to plan. "I got a phone call ordering some one December. It was a busy time and I had a bit of trouble getting one of the ingredients so it was a bit late in getting made. I received a gentle reminder from Clarence House asking what had happened to the cream as the Queen Mother was going abroad and had been asking about it."

Rowland's md dies suddenly

Ellerton: On August 8, Maurice Ellerton, managing director of Numark wholesaler, L. Rowland & Co Ltd of Wrexham.

Formerly head of management services at Independent Chemists Marketing Ltd, Mr Ellerton joined Rowland when ICML moved to Warminster. *Rowland's chairman, Rowland Cole writes:* "The news of the sudden death of Maurice Ellerton came as a devastating shock from which both myself and my colleagues have not yet fully recovered. He was a man who possessed a great wealth of knowledge and expertise within the pharmaceutical world and always conducted himself in a truly professional manner."



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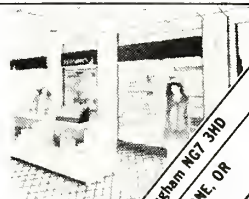
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